

PRIMER · PRIMERO · FIRST

# SYMPOSIUM grafica

ENCUENTRO ACADÉMICO DE INVESTIGACIÓN EN DISEÑO GRÁFICO



2015

grafica ■ documents de disseny gràfic  
■ documentos de diseño gráfico  
■ journal of graphic design

**Packaging or image? The INTERACTION is better.**

**Study with eye tracker technology**

**UAB**

Universitat Autònoma  
de Barcelona

**pca**  
Research Group on  
Psychology  
Communication  
& Advertising

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Connected TV Accessibility

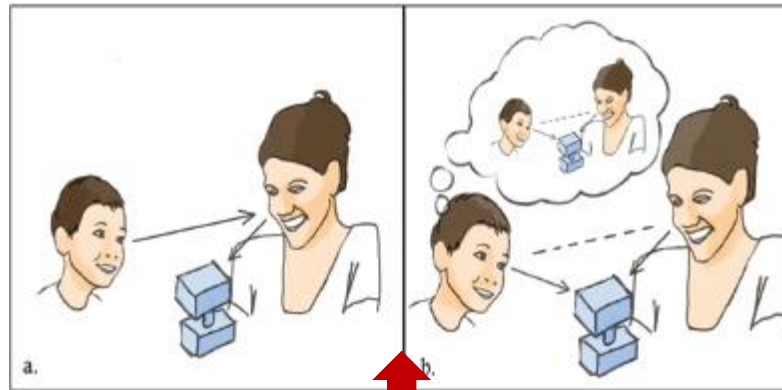
*Research partially funded by **Generalitat de Catalunya (2014 SGR027)** and  
the **European Commission (7FP HBB4ALL)***

# STARTING POINT

Joint Attention



ADVERTISING?????



**Joint attention** is the shared **focus of two individuals on an object**.

It is achieved when **one individual alerts another to an object** by means of **eye-gazing**, pointing or other verbal or non-verbal indications

(Moore & Dunham, 2014; Evans & Saint-Aubin, 2015; Di Santo, Timmons & Pelletier, 2015)

# STARTING POINT

Joint Attention

ADVERTISING?????

**Faces** attention power (Terburg, Hooiveld, Aarts, Kanemas & Van Honk, 2011; Lee, Badler & Badler, 2002).

The **way** that the person in an image is behaving **can change the focus of the viewer** (Patel, 2013)



## JOINT ATTENTION IN ADVERTISING (Añaños y Oliver, 2015)

Is one that **involves**, through the **eyes**, coordinated care of an individual (**ad protagonist**) with another (**ad viewer**) to an **object (product advertised)**

ad protagonist

ad viewer

product advertised

# OBJECTIVES - HIPOTHESES



## INTERACTION - JOINT ATTENTION (JA) INFLUENCES

Is the product able to pull attention quickly ?

How much attention did the product get ?

How many times did the shoppers look at the product ?

How long was the product considered ?

# METHODOLOGY



## VI : ATTENTION SITUATION

- Interaction (JA)
- No interaction



N = 24 University Students (**women**)  
Average = 23 years old

## VD : GAZE DATA ANALYSIS

- TFF - Times First Fixation
- FC - Fixation Count
- FL - Fixation Length
- TVD - Visit Duration

# RESULTS – GLAZE PLOT



## GazePlot

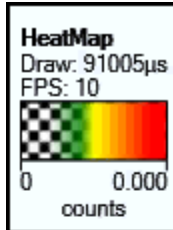
Media: 6.wmv

Time: 00:00:00.000 - 00:00:30.430

Participant filter: All Participants

Number of participants included: 24/24 (100%)

# RESULTS – HEAT MAP



# RESULTS – HEAT MAP

## Packaging - Image



**YES Interaction (JA)**

**2,5 sec**



**NO Interaction**

**5 sec**



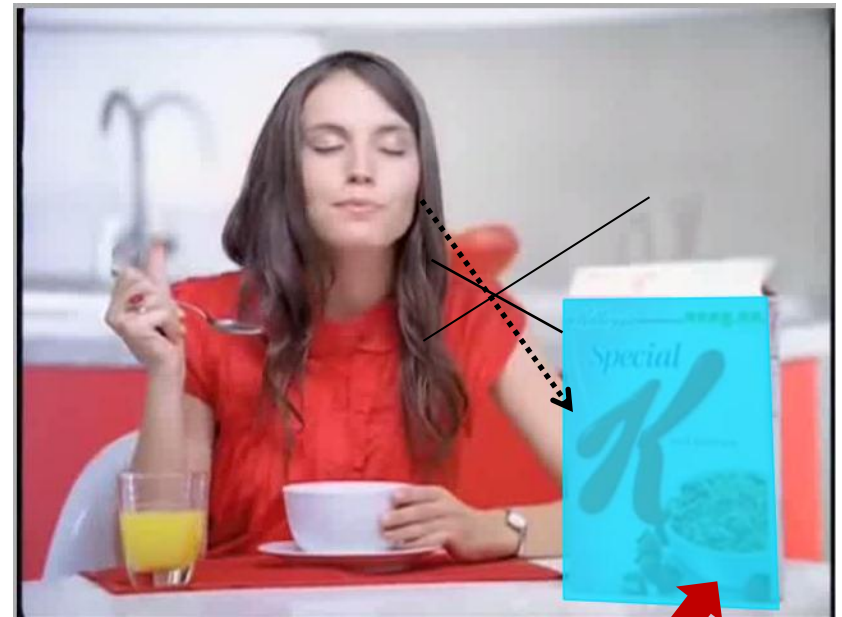
# - AOIs -

Areas of interest



Box 1 = YES Interaction (JA)

(2,5 sec.)

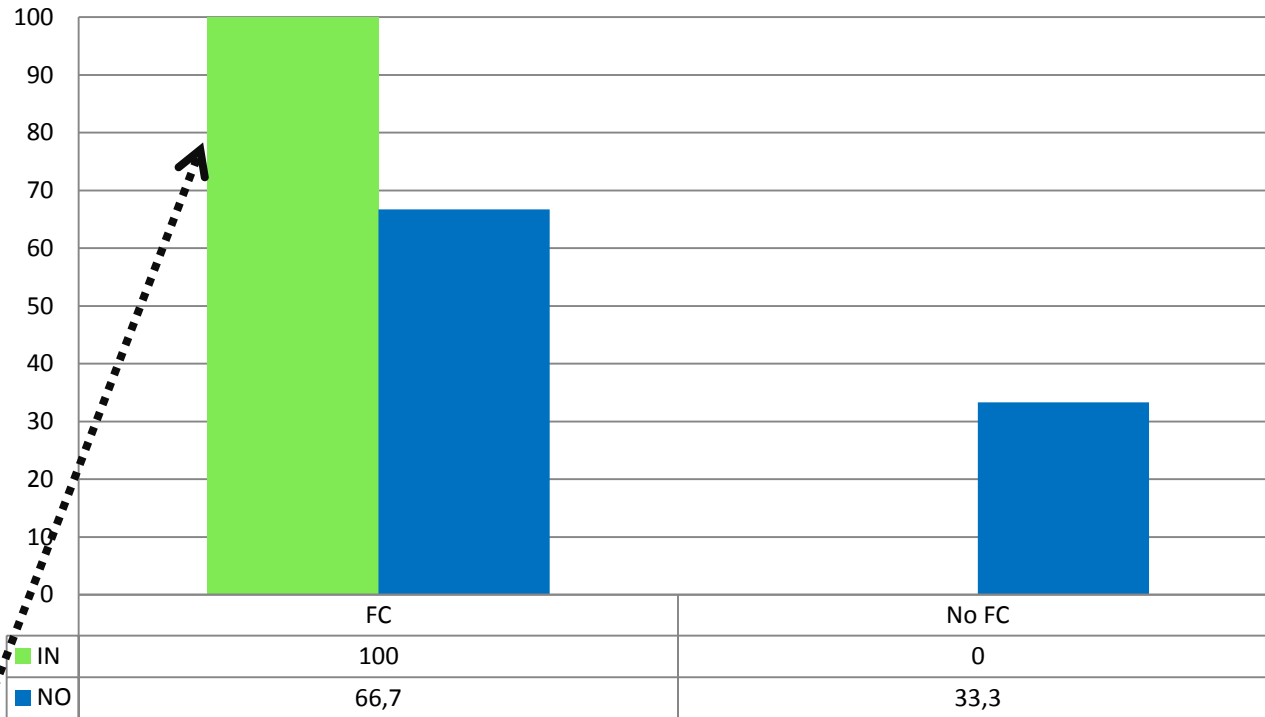


Box 2 = NO Interaction

(5 sec.)

# STATISTICS RESULTS (1)

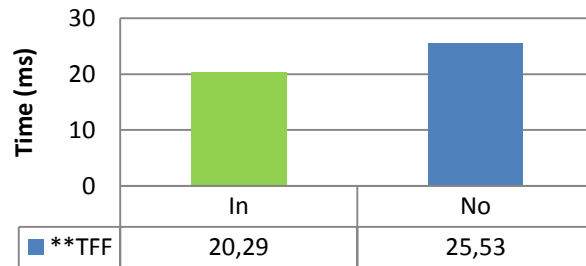
## Percentage of subjects with FC in PACK



**ALL SUBJECTS**

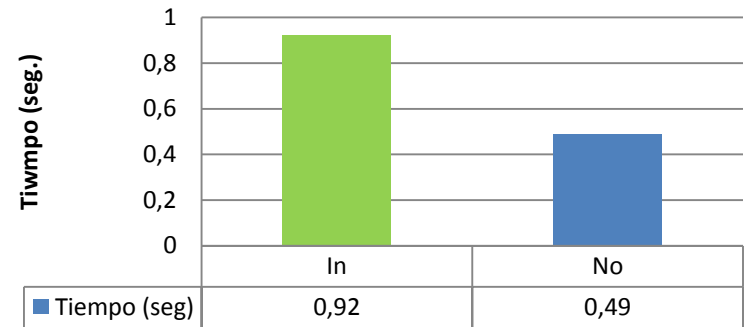
# STATISTICS RESULTS (2)

**Average Times First Fixation (TFF)**



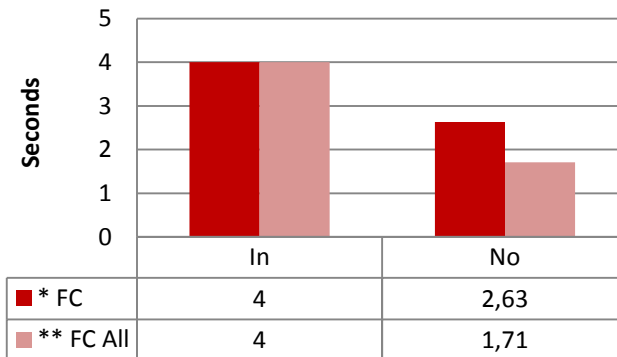
**\*\* P = .000**

**Average Total Visit Duration (seg)**



**\*\* P = .000**

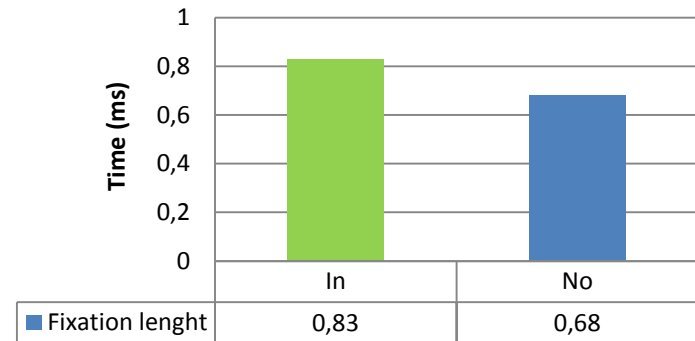
**Average Fixation Count (FC)**



**\*P = .024**

**\*\* p = .000**

**Average Fixation Length (FL)**



**P = .156**

# SOME CONCLUSIONS



## INTERACTION - JOINT ATTENTION INFLUENCES



Is the product able to pull attention quickly?



How much attention did the product get?



How many times did the shoppers look at the product?



How long was the product considered?



## LIMITATIONS

One **STIMULUS**

Small **SAMPLE**

Limitations **EYE TRACKER TECHNOLOGY:**

**ATTENTION**  $\neq$  **TO BUY**



## PROSPECTIVE

Study concept  
**Advertising Joint Attention**

DV = **exogenous** features:  
Characteristics **TARGET** (sample)

DV = **endogenous** features:  
different categories and  
characteristics of **STIMULI**

This and other studies help to change the way  
in which advertising activity is understood as  
provide **greater scientific rigor in research and  
advertising creation**

## FULL PAPER AND REFERENCES

Añaños, E. y Oliver, A. (2015). Atención y atención conjunta a los spots de TV. Estudio con la tecnología del eye tracker. **Gráfica, 3 (6)**, 103-114.

<http://revistes.uab.cat/grafica/article/view/v3-n6-ananos>

**More information about ours Eye Tracker Researches**

<http://gent.uab.cat/elenaananos/content/eye-tracking>

# acknowledgment

**Transmedia Catalonia Research Group**



**Generalitat de Catalunya (2014 SGR027 )**



Connected TV Accessibility

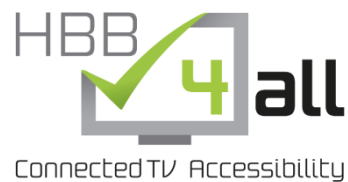
*(Híbrid broadband broadcasting)*



*(7FP HBB4ALL)*



**Thank you very much for your attention!**



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